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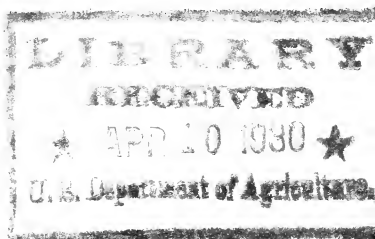
Do not assume content reflects current scientific knowledge, policies, or practices.

62,23

HOUGHTON'S

DAHLIAS

1930



The
MIDWEST DAHLIA
FARM

GALVA, HENRY COUNTY, ILLINOIS

FOREWORD

Important

This is, **purposely**, the shortest Regular List we have ever issued.

We have determined, as the years have gone by, that there are a certain few varieties, (with an extremely limited number of new ones added each season), which are **predominatingly** popular with the **only** people who have the opportunity of inspecting them first hand, under normal growing and blooming conditions—namely, our garden visitors and customers.

We have decided that it is not only a wasteful, but also a hazardous, policy to recommend, too highly, any varieties, other than those which have proven themselves in the matter of popular appeal.

Therefore, in this list you will find those varieties, and **those varieties only**, which have been our best sellers to garden customers.

You, who make your selections from this catalogue, cannot see our flowers "in person." You must depend, to a certain extent, upon your imaginations, and to an even greater extent, upon us; and so we have adopted this, personally impartial, rule of selection, in the belief that, next to showing you our garden, it is the safest and best way of insuring your satisfaction.

For those of you who are more adventurous, and willing to risk our word in the matter, we have prepared a Surplus List of other varieties, which we grow, and which we believe to be entirely worthy of your consideration. We are offering these Surplus Listings at greatly reduced prices, for the simple reason that, **in spite of any personal preference**, we cannot, from a business standpoint, afford to increase our stocks of those varieties, which do not awaken an **exceptionally** strong response in the garden, where almost 50 per cent of our sales are made.

Referring again to our Regular List, we wish to call your attention, particularly, to our Collection Offers on the inside back cover page. In case you are interested in more than four certain varieties, these will enable you to still make your own selections, and at the same time effect a material saving in your total net expenditure.

Yours faithfully,



Note: All pictures in this booklet are from actual photographs of our own flowers.

A
few
Dahlia
Blooms from
our farm--shown
at the Exhibit of
the Men's Garden Club,
Hotel Sherman, Chicago. ☺

NOTE: These flowers grown entirely without the use of fertilizer.

—Photo Courtesy Chicago Daily News

The lower flower in the tall vase is "Aztec Glory." Others above (left to right) are "Jack O Lantern," "Yankee King" and "City of Trenton." The flower on the extreme right (lower vase) is "Alice Whittier."

REGULAR LIST

"ADAM FELSINGER"

Formal Decorative (Felsinger)—Cert. of Merit.

Unusual and attractive color combination—Deep rose red, with white edges and reverse. Flowers 5"—7". Plants 4'.

Strong, field grown tuber, \$1.00.

"ALICE WHITTIER"

Semi-Cactus (Reed)—C. of M., Honor Roll.

Pale, primrose-yellow. Exhibition variety. Best of its type and color. Flowers 7"—9". Plants 5'.

Strong, field grown tuber, \$1.50.

"AMBASSADOR"

Straight Am. Cactus (Broomall)—Honor Roll.

Buff, pink and yellow. Probably the best Dahlia of this type in existence. Flowers 6"—8". (See cut page 12). Plants 4'.

Strong, field grown tuber, \$1.00.

"CITY OF TRENTON"



"AVALON"

Formal Decorative (Broomall).

Clear lemon yellow. Our most satisfactory and popular, all-purpose yellow Dahlia. Flowers 6"—7". Plants 4'.

Strong, field grown tuber, 75c.

"AZTEC GLORY"

Informal Decorative (Broomall)—Honor Roll.

Lemon yellow. Sensational exhibition variety. Flowers 9"—11". (See cut page 1). Plants 3'.

Strong, field grown tuber, \$5.00.

"BEN WILSON"

Informal Decorative (Murphy).

Deep red and gold. Beautiful, old exhibition Dahlia, which holds its place in the front rank. Flowers 6"—8". (See cut page 11). Plants 3½'.

Strong, field grown tuber, \$1.00.

"JANE COWL"



"BLACK TOP"

Formal Decorative (Superior).

Dark red, with deep purple tints. Not large, but very beautiful, and very satisfactory. Flowers 5"—6". Plants 3'.

Strong, field grown tuber. 75c.

"BOY SCOUT"

Semi-Cactus (Marshall).

Orchid shades, cream center. Exquisite, new Dahlia that we can recommend most highly. Flowers 8"—10". Plants 4'.

Strong, field grown tuber. \$3.50.

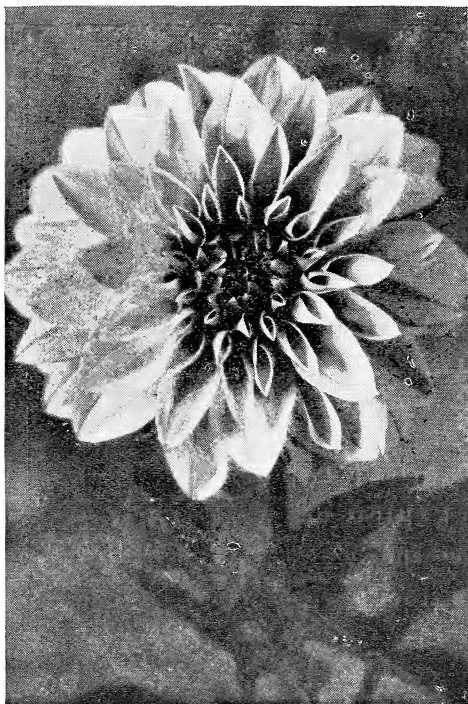
"CHARM"

Formal Decorative (Marean).

Gorgeous, orange-red "lanterns." Especially fine for garden effect. Flowers 5"—6". Plants 4½'.

Strong, field grown tuber, 50c.

"SAGAMORE"



"CITY OF TRENTON"

Informal Decorative (Prentice)—Honor Roll.

Copper and **orange** blend. One of the largest and most desirable newer varieties. Flowers 9"—11". (See cut page 2). Plants 4'.

Strong, field grown tuber, \$5.00.

"COQUETTE"

Informal Decorative (Fisher & Masson)—Honor Roll.

Scarlet and **gold**. True "Mum" type. Attracted more attention than any other of our 1929 Trials. Flowers 7"—9". Plants 5'.

Strong, field grown tuber, \$6.00.

"CREOLE"

Informal Decorative (Ballay).

Very dark red. By far the best "black" Dahlia we have grown to date. New variety. Flowers 7"—9". Plants 4'.

Strong, field grown tuber, \$7.50.

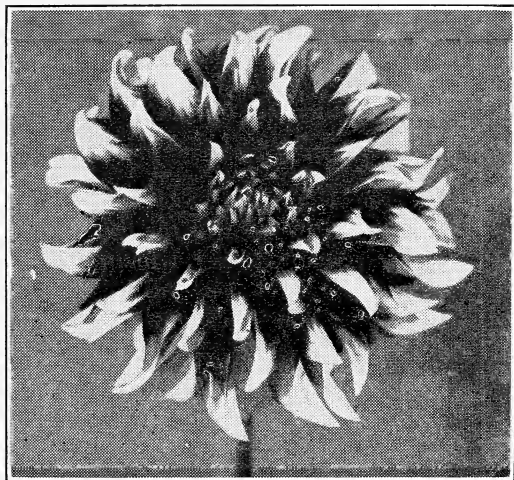
"DADDY BUTLER"

Semi-Cactus (Bessie Boston).

Rose-red, **white** reflex—two-tone effect. Beautiful, garden and cut-flower Dahlia. Flowers 5"—7". Plants 3¼'.

Strong, field grown tuber, 75c.

"WANDA MILLER"



"ELEANOR MARTIN"

Informal Decorative (Pelicano).

Mulberry or wine-red—gold tints. Altogether different from any other color on the list. Fine. Flowers 6"—8". Plants 4'.

Strong, field grown tuber, \$1.50.

"ELITE GEM"

Incurved American Cactus (Kennedy).

Rose-purple—pink and gold shadings. Only one of this type which we can list regularly.

Strong, field grown tuber, \$1.50.

"ELITE GLORY"

Formal Decorative (Kennedy)—Sweepstakes.

Famous exhibition **red**. In a class all by itself. Flowers 8"—10". Plants 3'.

Strong, field grown tuber, \$2.50.

"ELIZA CLARKE BULL"

Formal Decorative (Bessie Boston)—Honor Roll.

Still the finest **pure white** Dahlia we have grown or seen. Flowers 6"—8". Plants 4'.

Strong, field grown tuber, \$1.50.

"ELLINOR VANDERVEER"

Formal Decorative (Seal)—Honor Roll.

Satiny **rose-pink** blooms, on ram-rod stems, high above clean, vigorous bushes. Flowers 6"—8". Plants 4'.

Strong, field grown tuber, 75c.

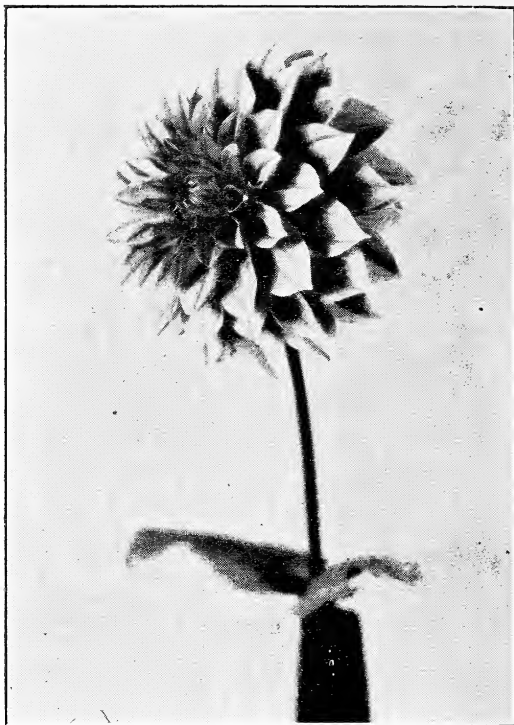
"EVA WILLIAMS"

Formal Decorative (Fisher & Masson).

Deep lavender, with silver shadings. Best of its color among the standard varieties. Flowers 7"—8". Plants 4'.

Strong, field grown tuber, \$1.00.

"JERSEY'S BEAUTY"



"FORT MONMOUTH"

Semi-Cactus (Kemp)—Honor Roll.

Sensational **dark red** exhibition variety of recent introduction. Sure prize winner. Flowers 9"—11". Plants 5'.

Strong, field grown tuber, \$7.00.

"GEORGE WALTERS"

Semi-Cactus (Carter).

Salmon-pink and **buff** blend. Old time prize-winner. One of the very best garden varieties. Flowers 6"—7". Plants 3½'.

Strong, field grown tuber, 50c.

"GERTRUDE BRINTON"

Formal Decorative (Seltsam).

Clear, **bright red**. Good for either cutting or exhibition. Our favorite among the bright reds. Flowers 6"—8". Plants 3½'.

Strong, field grown tuber, \$1.50.

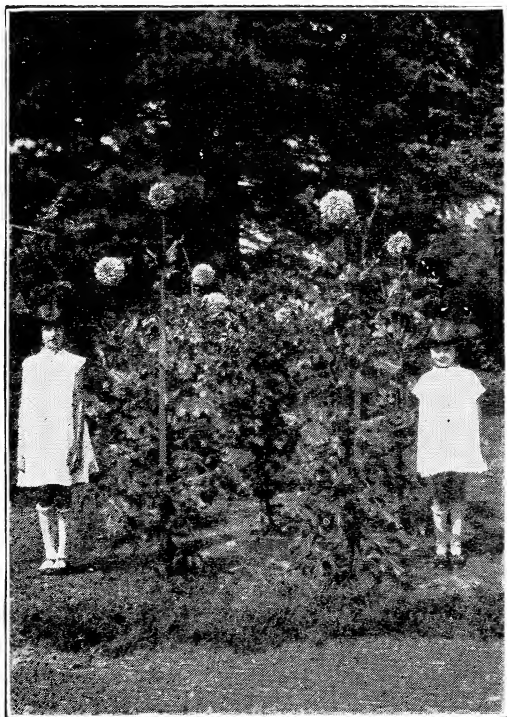
"HARRY MAYER"

Formal Decorative (Seltsam)—Honor Roll.

Blending of light and dark **lavender** shades. Best exhibition lavender on the list. Flowers 7"—9". Plants 3'.

Strong, field grown tuber, \$2.50.

"JERSEY BEAUTY PLANTS"



"HERCULES"

Formal Decorative (Marean).

Old gold, orange-red reflex. Excellent for either exhibition or cutting. Very dependable. Flowers 6"—8". Plants 4'.

Strong, field grown tuber, 75c.

"JANE COWL"

Informal Decorative (Downs)—Sweepstakes.

Orange and gold blend. Most sensationally successful introduction in the past five years. Flowers 8"—11". (See cut page 3). Plants 4'.

Strong, field grown tuber, \$5.00.

"JERSEY'S BEACON"

Formal Decorative (Waite)—Honor Roll.

Scarlet, buff edges and reverse. Our most popular variety among the red shades. Flowers 7"—9". Plants 4'.

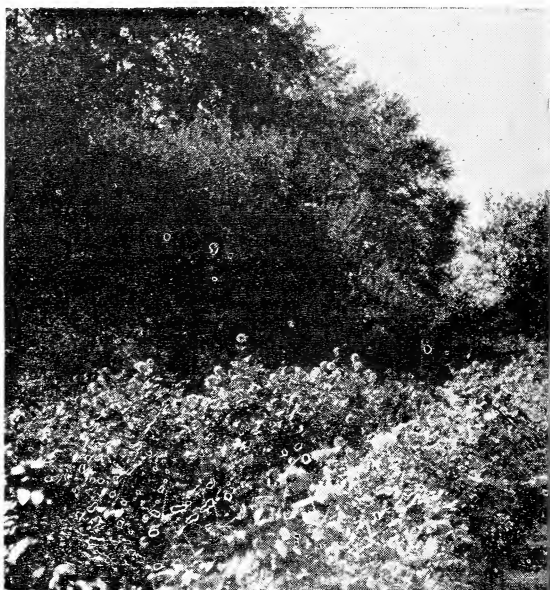
Strong, field grown tuber, \$1.00.

"JERSEY'S BEAUTY"

Formal Decorative (Waite)—All honors.

True pink, and truly the best pink at or near the price. Our biggest seller. Flowers 5"—7". Plants 5'. (Cuts on pages 6 and 7).

Strong, field grown tuber, 75c.



View taken October 26, 1928, of a part of our Garden. Note the plant growth—without the use of fertilizer.

"JERSEY'S GLORY"

Formal Decorative (Waite)—Honor Roll.

Clear **golden-orange**, self color. A most delightful shade. New and thoroughly good. Flowers 6"—9". Plants 4½'.

Strong, field grown tuber, \$7.50.

"JERSEY'S SOVEREIGN"

Formal Decorative (Waite)—Honor Roll.

Salmon-orange. Another wonderful color. Exceptionally fine for cutting. Flowers 6"—7". Plants 4'.

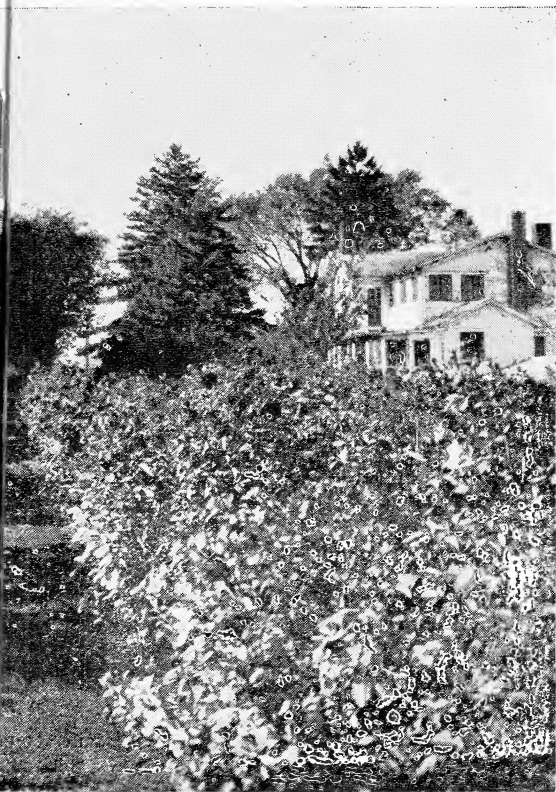
Strong, field grown tuber, \$1.00.

"JUDGE MAREAN"

Formal Decorative (Marean)—Many honors.

Copper, **old rose** and gold. Dahlias come and Dahlias go, but this goes on forever. Flowers 5"—7". Plants 4'.

Strong, field grown tuber, \$1.00.



"KEMP'S VIOLET WONDER"

Formal Decorative (Kemp)—Honor Roll.

The finest **violet-purple** Dahlia in the world, and one of the very best of any color. Flowers 8"-10". Plants 4'.

Strong, field grown tuber, \$7.50.

"KING SOLOMON"

Semi-Cactus (Andrews)—Honor Roll.

Brilliant **orange-buff**. Splendid all-purpose variety. Must be disbudded for cutting. Flowers 6"—8". Plants 3½'.

Strong, field grown tuber, \$1.50.

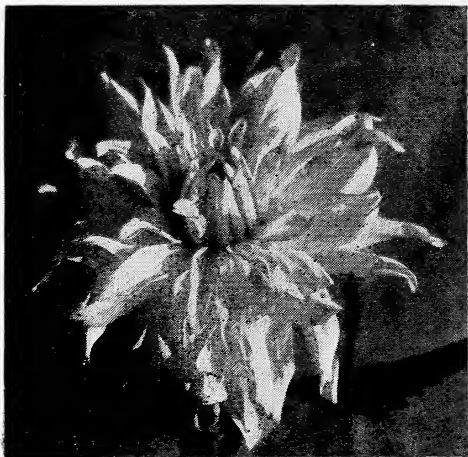
"THE LEMONADE"

Informal Decorative (Ward)—Honor Roll.

Pale **yellow**. Best and most beautiful of its type and color. Flowers 6"—8". Plants 4½'.

Strong, field grown tuber, \$2.50.

"PROFUSION"



"MINA BURGLE"

Informal Decorative (Burgle—1913).

Clear rich, **bright red**. Somewhat resembles poinsetta in color and formation. Garden variety. Flowers 5"—6". Plants 5'.

Strong, field grown tuber, 50c.

"MY COUNTRY"

Informal Decorative (Murphy)—Honor Roll.

Red and white stripes. Most striking bi-color we have seen. Flowers 7"—9". Plants 3½'.

Strong, field grown tuber, \$7.00.

"MRS. ALFRED HARVEY"

Incurved English Cactus (Stredwick).

Pure salmon-pink. Only Dahlia of this type we list. (See cut page 13). Other colors on request. Flowers 5"—7". Plants 4'.

Strong, field grown tuber, \$1.50.

"MR. CROWLEY"

Formal Decorative (Broomall).

Salmon-pink and gold. One of the most beautiful of the lot. Disbud for long stems. Flowers 5"—7". Plants 3'.

Strong, field grown tuber, 75c.

"MRS. I. DeVER WARNER"

Formal Decorative (Marean)—Honor Roll.

Clear **rosaline-purple**. Best all-purpose Dahlia in or near this shade. Flowers 6"—7". Plants 4½'.

Strong, field grown tuber, 50c.

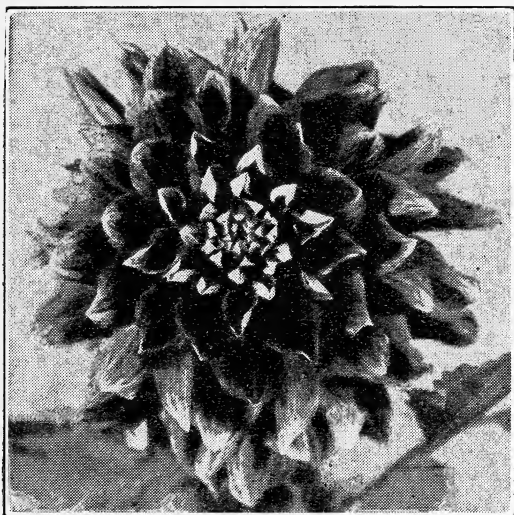
"OYSTER BAY BEAUTY"

Formal Decorative (Chemar).

Deep rose-red. Fine color and formation and remarkably free-flowering. Good cutting variety. Flowers 6"—7". Plants 3½'.

Strong, field grown tuber, \$1.50.

"BEN WILSON"



"PAPILLON"

Informal Decorative (Bessie Boston).

Salmon **old-rose** and **gold**. One of the most attractive and satisfactory Dahlias we grow. Flowers 6"—8". Plants 3½'.

Strong, field grown tuber, \$1.00.

"POP STEWART"

Formal Decorative (Fisher & Masson).

Pure, clear **light lilac**. Best in the lavender group for cutting. Splendid shade of this color. Flowers 6"—8". Plants 3½'.

Strong, field grown tuber, \$1.50.

"PRIDE OF STRATFORD"

Formal Decorative (Meachen & Sherman).

Rich, **orange-bronze**—similar in color to the famous "Amun Ra," but larger, with better centers. Flowers 7"—8". Plants 4½'.

Strong, field grown tuber, \$2.00.

"PROFUSION"

Semi-Cactus (Broomall).

Ivory-white. Profuse garden variety, which with disbudding makes an excellent cutting sort. Flowers 6"—7". (See cut page 10). Plants 3½'.

Strong, field grown tuber, \$1.00.

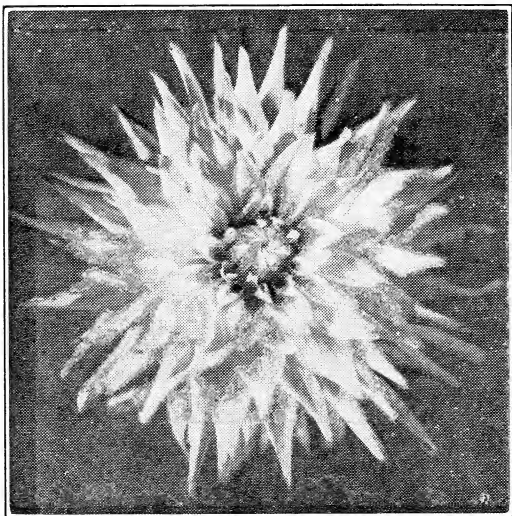
"ROBERT TREAT"

Formal Decorative (Mueller)—Sweepstakes.

Rose-cerise (**American Beauty Rose shade**). Does best in partial shade. Most beautiful on the list, when properly grown.

Strong, field grown tuber, \$1.50.

"AMBASSADOR"



"ROLLO BOY"

Semi-Cactus (Pelicano).

Golden-yellow and amber. Best deep yellow we have found in this type. Flowers 6"—8". Plants 4½'.

Strong, field grown tuber, \$1.00.

"RUTH HOTTEL"

Formal Decorative (Andrews).

Rose-cerise. Similar in color to "Robert Treat." Greater vigor, but also best in part shade. (New). Flowers 7"—8". Plants 4'.

Strong, field grown tuber, \$3.00.

"SAGAMORE"

Formal Decorative (Kirby)—Honor Roll.

Golden-bronze. Indispensable for cutting. One of the "immortals." Flowers 5"—7". (See cut page 4). Plants 4'.

Strong, field grown tuber, 75c.

"SANHICAN BEAUTY"

Formal Decorative (Fisher & Masson).

Salmon-orange. New Dahlia, similar in color to "Jersey's Sovereign," but larger. Very fine. Flowers 7"—8". Plants 3½'.

Strong, field grown tuber, \$5.00.

"SIGNOOR"

Informal Semi-Cactus (Holland origination).

Deep rich red. Wonderful "wind-blown" formation. Stunning exhibition variety. Flowers 7"—9". Plants 4'.

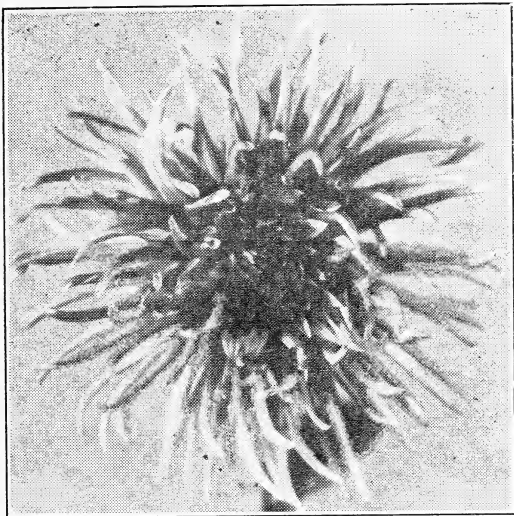
Strong, field grown tuber, \$2.50.

"SPOTTSWOOD BEAUTY"

Formal Decorative (Rigler).

True pink, with pale gold shadings. Competes, successfully, with "Jersey's Beauty" in our garden sales, what more can we say? Flowers 6"—7". Plants 4½'. Strong, field grown tuber, \$3.00.

"MRS. ALFRED HARVEY"



"SUNNY JERSEY"

Formal Decorative (Maytrott).

Clear rich **yellow**. Best deep yellow Decorative for cutting. Very free. Flowers 5"—6". Plants 3'. Strong, field grown tuber, \$1.00.

"TRENTONIAN"

Formal Decorative (Fisher & Masson)—Honor Roll.

Dark copper-red (**brown**)—Only Dahlia of this color we know, and one of the best of any color. Flowers 6"—7". Plants 4½'.

Strong, field grown tuber, \$1.00.

"UNCLE SAM"

Decorative-Peony (Meachen & Sherman).

Copper shades. The "most" Dahlia for the money on the list. Very dependable and satisfactory. Flowers 7"—9". Plants 4'.

Strong, field grown tuber, \$1.00.

"WANDA MILLER"

Informal Decorative (Rindfleisch).

Dark **purple**, tipped **white**. Very striking. Best variety we know of this combination. Flowers 5"—7". (See cut page 5). Plants 3½'.

Strong, field grown tuber, \$1.50.

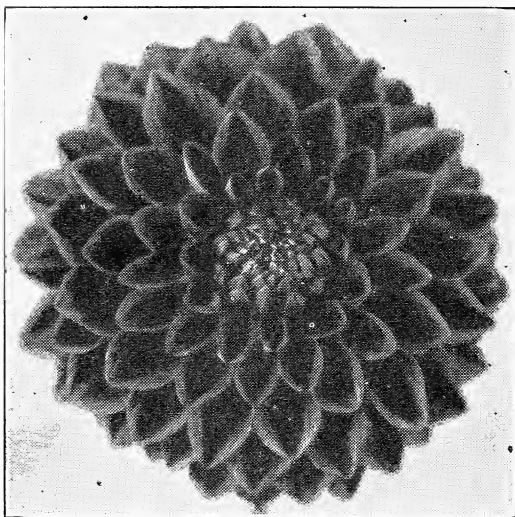
"WORLDS BEST WHITE"

Informal Decorative (Murphy).

Ivory white. Fine for garden or cutting. Free bloomer. Flowers 6"—7". Plants 4½'.

Strong, field grown tuber, \$1.25.

Be sure not to overlook the **COLLECTION DISCOUNTS** on the **Inside Back Cover Page**. These Discounts Reduce all **Regular List Quotations** on orders of **Five** or more different varieties.



Our *TEN MOST POPULAR*
Ball Type Dahlias

A. D. LAVONI (2"—4"; 4')	Rose Pink	---\$.50
CUBAN GIANT (3"—4"; 5')	Deep rose-red	.50
DREER'S WHITE (3"—4" 3')	Pure white	.. .50
DREER'S YELLOW (3"—4"; 4')	Clear yellow	----- .50
ELSIE BURGESS (2"—4"; 4')	White, tip lavender	----- .50
GOLD MEDAL (3"—4"; 3')	Red and Gold	.50
HELEN HOLLIS (3"—4"; 4')	Bright red	.. .50
J. K. ALEXANDER (3"—4"; 3')	Rose purple	----- .50
MAUDE ADAMS (2"—3"; 4')	White, tip pink	----- .50
NORMA (3"—4"; 3')	Orange-buff	----- .50

SPECIAL—20% discount on 5 or more, all different.

"VASE OF POMPONS"

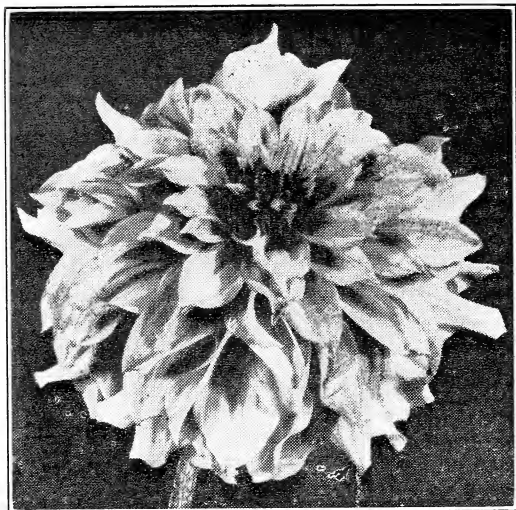


Our *TWELVE MOST POPULAR* *Pompon Dahlias*

ARTHUR (1— $\frac{1}{4}$ " ; 2— $\frac{1}{2}$ ')	Bright red	\$.75
DEE DEE (1— $\frac{1}{4}$ " ; 3')	Pure lavender	.50
GOLDIE (1— $\frac{1}{4}$ " ; 3')	Old gold	.50
HEDWIG POLLWEG (1— $\frac{1}{2}$ " ; 3')	Red and white	.50
JOE FETTE (1— $\frac{1}{4}$ " ; 3')	Pure white	.35
JOHNNIE (1" ; 3')	Dark red	.50
LLOYD HICKMAN (1— $\frac{1}{2}$ " ; 3')	Old rose	.75
NERISSA (1— $\frac{1}{4}$ " ; 3')	Rose-pink	.75
NELLIE FRASER (1— $\frac{1}{2}$ " ; 3')	Pink and white	.50
SUNSET (1— $\frac{1}{2}$ " ; 3')	Orange	.50
SUNSHINE (1— $\frac{1}{2}$ " ; 3')	Bright red	.50
YELLOW GEM (1— $\frac{1}{4}$ " ; 2— $\frac{1}{2}$ ')	Lemon yellow	.35

SPECIAL—20% discount on 5 or more, all different.

"JANE COWL"



PLANTING NOTES.

Dahlias are best planted between May 15th and June 15th.

Your ground should be spaded to a depth of at least 15 inches—preferably a week or more before planting.

Plant tubers flat, about five to six inches deep with the eye or sprout up, and cover with two inches of soil, filling in the balance of the hole as the plant comes up.

Set plants at least three feet apart and away from other root growth. Drive stakes (one inch square and five feet long) at the time of planting, to avoid subsequent injury to the roots.

Dahlias should be planted where they will get direct sunlight at least half of the day.

Do not mix fertilizer with soil at planting time. A dressing of Vigoro or other complete fertilizer may be used on the surface shortly after planting, and again during the blooming season, if desired. Hardwood ashes, in equal parts with your commercial fertilizer, may be used to advantage, as these supply added potash. Never use manures or fertilizers containing a large per cent of nitrogen. Never allow any fertilizer to come in contact with the stalk of the plant.

Further Cultural Instructions will be supplied with your order.

NOTE—Should there be any varieties or types (not included in our Regular or Surplus Listings), in which you are particularly interested, we shall be glad to quote you on them.

Make Up
YOUR OWN COLLECTION

Ten Percent Discount

on all orders of **FIVE** or more different varieties from our **REGULAR LIST**.

Fifteen Percent Discount

on all orders of **TEN** or more different varieties from our **REGULAR LIST**.

GENERAL INFORMATION.

TERMS OF SALE:—Cash with order. Make your remittance with Check, Draft or Money Order. Do not send stamps or currency.

No orders accepted under \$2.00, net.

All orders are shipped, prepaid, either by Express or Parcel Post, Insured.

This list cancels all previous quotations.

GUARANTEE:—All roots are warranted live, healthy and true to name to the extent of replacement, should they prove otherwise.

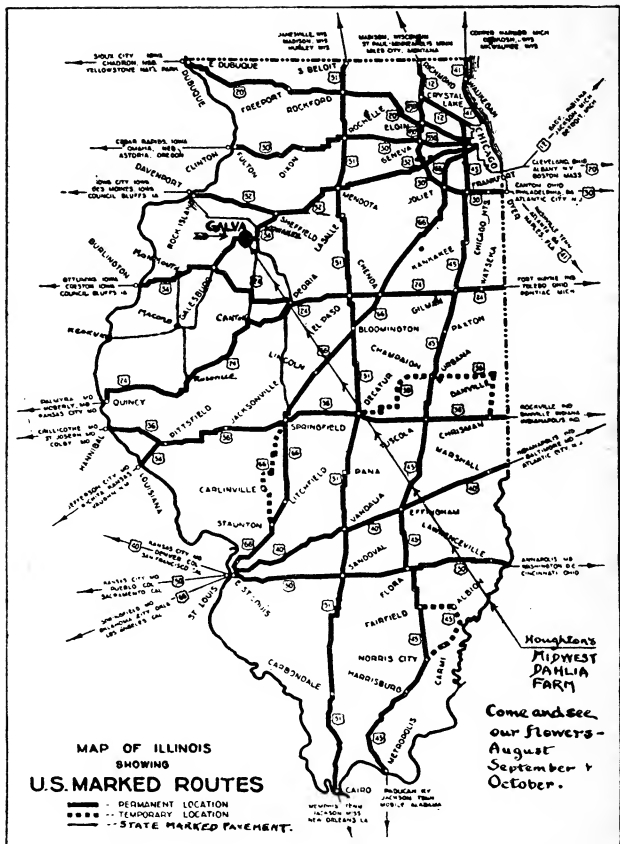
Any root failing to show tip of sprout above ground, within three weeks after planting should be returned to us at once for replacement.

This guarantee does not apply to roots sent out before proper planting time, nor does it apply unless tubers are planted within forty-eight hours after receipt of shipment.

REFERENCE:—Galva First National Bank.

CULTURAL INSTRUCTION:—Detailed cultural directions are furnished to all our customers.

ORDERING:—Early ordering is advised, especially this year, as the crop in many of the main Dahlia growing sections is far below normal, due to extreme drought conditions. Our own crop, fortunately, is even better than usual.



SAVE
This Catalogue
 for
 REFERENCE

New Pictures Each Year